KENTUCKY STATE FAIR BOARD 2009 ANNUAL REVIEW

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# A Letter from the Governor's Office

Dear Friends,

The Kentucky State Fair Board is working diligently to define Louisville as a city of endless possibility, activity and growth. The excitement comes as the Board gains new conventions, trade shows, concerts and sporting events at its three facilities: the Kentucky Exposition Center, the Kentucky International Convention Center and the new Louisville arena that will open in 2010.

During 2009, state, regional and nationally-based conventions and trade shows expanded their reach to include booking business at all three of the Fair Board's venues. There is nothing that the Fair Board cannot offer a business or group at one or more of its facilities.

As part of the Tourism, Arts and Heritage Cabinet, the Board is helping folks discover endless pursuits for entertainment, enrichment and excitement, such as the Kentucky State Fair, which incorporates the World's Championship Horse Show; the North American International Livestock Exposition, which incorporates the North American Championship Rodeo; and the National Farm Machinery Show, which incorporates the Championship Tractor Pull.

Tourism is a vital ingredient of Kentucky's heritage and a \$10 billion a year industry in the Bluegrass State. It has earned that recognition with the help of the Kentucky State Fair Board. Congratulations to the Board and staff for another remarkable business year and we look forward to an exciting 2010.

Sincerely,

Steven L. Beshear, Governor







## A Letter from the Kentucky State Fair Board

Dear Friends.

The 2009 Annual Review outlines a year of renewed growth and activity in our convention and trade show business, but not only at the Kentucky Exposition Center and the Kentucky International Convention Center. The Louisville arena, now under construction, is also a hot spot for new bookings including men's and women's sports championships, concerts and conventions.

The Fair Board, an agency of the Tourism, Arts & Heritage Cabinet, manages the Kentucky Exposition Center, the Kentucky International Convention Center and the new arena, opening in 2010. In addition, it produces three shows: the Kentucky State Fair, the National Farm Machinery Show and the North American International Livestock Exposition.

The 105th Kentucky State Fair generated \$16.8 million in economic impact for the commonwealth and welcomed 621,795 visitors, the second highest total in five years. Despite a downturn in the economy and snow and ice that brought regional power outages, the 44th National Farm Machinery Show attracted 306,706 people, the second highest attendance in Show history, generating nearly \$21.5 million for the commonwealth. Meanwhile, North American International Livestock Exposition brought an economic impact exceeding \$11.6 million and attracted 205,000 spectators and exhibitors from 48 states, four continents and 10 countries.

From thrilling new bookings to successful shows, the Kentucky State Fair Board serves as a vital economic engine for the Bluegrass State. We believe you will find this Review to be one of the most intriguing in the Board's history due to 2009's successes and the anticipation of further progress in 2010.

Sincerely,

Harold Workman, President and CEO

Lanny Greer, Chairman

# Kentucky State Fair Board Members

### **Our Business**

In 1902 the Kentucky General Assembly passed a bill stating the provision of "an annual state fair for the exhibition of agricultural, mechanical, horticultural, dairy, forestry, poultry, and livestock products be, and the same is hereby created to be known as the Kentucky State Fair." The Kentucky State Board of Agriculture became the governing body to implement and maintain this endeavor until 1938 when the Kentucky State Fair Board was created.

The Fair Board is comprised of gubernatorial appointments, members of university administrations, representing associations and leaders from around the state. Exceeding expectations, the Kentucky State Fair Board not only proved successful, but now generates nearly \$460 million annually in economic impact for the community and commonwealth.

The Kentucky State Fair Board manages the Kentucky Exposition Center, a 1.2 million square foot facility; the Kentucky International Convention Center, a 300,000 square foot downtown convention center; and the Louisville arena, a 721,762 square foot, 22,000 seat multi-purpose arena, set to open in 2010. The Board also produces three shows each year: the Kentucky State Fair, the National Farm Machinery Show and the North American International Livestock Exposition.

### **Our Mission**

The Kentucky State Fair Board shall promote the progress of the commonwealth of Kentucky and stimulate public interest in the advantages and development of the Bluegrass State by providing the Kentucky Exposition Center and the Kentucky International Convention Center for exhibitions, conventions, trade shows, public gatherings, cultural activities and other functions. Next year, the downtown arena will join these facilities as part of this endeavor. In managing these three venues, the Kentucky State Fair Board resolves to advance Kentucky's tourism industry and economy while serving the entertainment, cultural and educational interests of the public.



### **MARCHETA SPARROW**

Governor's Representative and Secretary of the Kentucky Tourism Arts & Heritage Cabinet

### **LANNY GREER**

Chairman Manchester

#### **RON CARMICLE**

Vice Chairman Louisville

#### JANE CAVE

Glendale

### RICHIE FARMER

Commissioner of the Kentucky Department of Agriculture

### **GIB GOSSER**

Somerset

#### **HILDA LEGG**

Somerset

### MIKE LIBS

Philpot

### **WILLIAM MALONE**

Louisville

### SAM MOORE

Morgantown

### FRED SARVER

Paris

### **THOMAS SCHIFANO**

Louisville

### DR. M. SCOTT SMITH

Dean of the University of Kentucky College of Agriculture

### **WILLIAM B. TOLLE**

Maysville

### **STEVE WILSON**

Goshen

### Louisville Arena

The multi-purpose downtown arena, located in Louisville, is scheduled to open in November 2010. The facility, which overlooks the Ohio River, will be home to the University of Louisville Men's and Women's Basketball programs. It is also designed to accommodate other events including National Collegiate Athletic Association (NCAA) championships, wrestling, boxing, ice events, volleyball, as well as concerts, conventions, trade shows and family shows. The arena is operated by the Kentucky State Fair Board. It is owned by the Louisville Arena Authority.

The downtown arena is within walking distance of more than 4,200 hotel rooms. In fact, it will be connected via the climate-controlled skywalk, Louie Link, to 2,300 hotel rooms and its sister facility, the Kentucky International Convention Center. Also accessible by Louie Link will be the Fourth Street Live! entertainment district with its lounges, restaurants and shopping. The arena has a 760-space parking garage and is within three blocks of approximately 12,000 parking spaces.

### 2009 Arena News

- For the first time in the history of the tournament, the 2012 NCAA Women's Volleyball Championship will be held in Louisville. The University of Louisville was awarded the championship, to be held Dec. 13-15, 2012 in the downtown arena. This was the first time the NCAA has awarded a championship tournament to an unfinished facility.
- The arena also landed the 2012 NCAA Division I Men's Basketball Tournament first and second-round games. It is the 13th time Louisville has been selected as a host for the NCAA tournament, but the first time since 1991.
- Norton Healthcare became the first Cornerstone Partner for the arena. This 10-year, \$10 million partnership with Norton Healthcare marks a first of its kind incorporating a 1,607-square-foot Norton Immediate Care Center to provide health care benefits to the public year round via an exterior entrance at the front of the arena, off the Plaza. Norton will also operate two permanent Norton-branded first aid stations inside the arena for all University of Louisville games and additional arena events.
- Hilliard Lyons and Stock Yards Bank & Trust Co. each committed to a 10-year agreement and Kentucky Employers' Mutual Insurance committed to a five-year sponsorship. The total value of the three sponsorships is \$8,602,021 with Stock Yards Bank & Trust Co. becoming the arena's "Official Banking Partner."
- The Louisville Arena Authority announced an agreement under the Kentucky State Fair Board's contract with Los Angeles-based international sports, entertainment and venue organization, AEG. Under the agreement, AEG will support revenue-generation and event programming for the arena, in addition to bringing major concerts, family shows, special events and amateur sporting competitions to the facility, as well as Freedom Hall at the Kentucky Exposition Center.











## Kentucky Exposition Center and Kentucky International Convention Center

As the economy continues to waver, Louisville is making an impression on many organizations as a diverse, affordable and resourceful option for their next convention, trade show or exposition – even when competing with such cities as Miami, Boston, Indianapolis and Las Vegas.

Throughout 2009, more than 500 events took advantage of the Kentucky Exposition Center's 1.2 million square feet of indoor space, including 885,000 square feet of class "A" exhibit space and the Kentucky International Convention Center's 300,000 square feet of prime space, including 52 meeting rooms with advanced technological capabilities.

### **Kentucky Exposition Center Events**

- The Southern Baptist Convention Annual Meeting arrived at the Expo Center in June with more than 16,000 attendees working to determine the programs, policies and budgets of the organization. During this six-day event, attendees contributed an estimated \$9 million to the area's economy.
- The nationally-recognized Get Motivated! Seminar packed Freedom Hall in September for a one-day motivational event that featured General Colin Powell, former Secretary of State; Laura Bush, former First Lady; Terry Bradshaw, NFL Hall of Famer; and Rudy Giuliani, former New York City Mayor, among others.

### **Kentucky International Convention Center Events**

- In July, the Convention Center hosted the Federal Bureau of Investigation (FBI) National Academy Annual Convention. More than 2,200 active, former and retired FBI agents attended the event, resulting in more than \$2 million for Louisville's economy.
- The American Legion selected Louisville for the site of its 2009 convention and brought more than 12,500 patriotic veterans and other members to the city. During the week-long event in August, an estimated economic impact of \$9.5 million was produced.
- Many international guests, namely the Princess of Jordan, were welcomed to Louisville during the American Nurses Credentialing Center's 2009 Magnet Conference in October. More than 6,000 medical professionals attended (95 percent were women) and generated an estimated impact of \$4.4 million to the area.





Several well-attended and exciting shows came to the Kentucky Exposition Center's Freedom Hall throughout the year, producing strong and steady ticket sales. In March, street performers and circus acts engaged audiences with Cirque de Soleil's Saltimbanco Tour, which is considering a possible return to Louisville in 2011. In July, stand-up comedian and star of his own Comedy Central television show, Jeff Dunham brought his Spark of Insanity Tour and generously donated \$25,000 towards the local Dare to Care Food Bank. More star-power came in late July when Academy Award winner Jamie Foxx awed audiences with his Intuition Tour. Bringing the first-ever paperless event to the venue, teen sensation Miley Cyrus with guest Metro Station rocked out with thousands of fans in October before the Radio City Christmas Spectacular, starring the world-famous Rockettes, closed out the year in December when they made their first-ever stop in Louisville. Families and believers of all ages were taken on a magical ride to Santa's North Pole workshop in this thrilling production.

Photo by Steve Walker

During 2009, several contracts were signed that secured new clients who were attracted to the flexibility of the Fair Board's facilities in accommodating their needs.

#### **Kentucky Exposition Center Future Business**

- The All Baby and Child (ABC) Kids Expo signed a contract to move the nation's fastest growing trade show from Las Vegas to the Kentucky Exposition Center. The show will come to Louisville in September 2011 and October 2012, with a renewal option for 2013-15. This booking demonstrates that more professional shows are now looking to Louisville as a trade show and conference destination. Founded by All Baby & Child, Inc., the ABC Kids Expo is estimated to bring a \$12 million economic impact to the area each year. It would be the third largest revenue-producing convention in the city.
- Professional Boatbuilder magazine announced it is moving its International Boatbuilders' Exhibition and Conference from Miami to the Expo Center 2010-12. To add an even larger splash, and nearly \$6 million in economic impact to the area, the exhibition is combining with the National Marine Manufacturers Association to form the industry's single largest trade show beginning with the 2010 conference.

### **Kentucky International Convention Center Future Business**

Due to the persistence and patience of the Fair Board's Sales and Marketing Department, the Unitarian Universalist Association will be coming to the Kentucky International Convention Center in June 2013. After 10 years of building a relationship with the organization, more than 5,000 attendees from 1,041 congregations from the United States, Canada and overseas will gather for their annual convention in Louisville. An estimated economic impact of nearly \$4 million will be generated from this event.

### **Facility Partnerships**

Celebrating the continued construction of the new Louisville arena and Louie Link, the pedestrian-friendly skywalk linking the arena to the Convention Center and hotels, two large religious conventions have signed contracts to utilize the combined arena and Convention Center meeting spaces. The venues' close proximity, one block apart, was a key factor in securing an estimated economic impact of \$10 million from these events.

- In July 2011, the Church of the Nazarene brings its 24th Annual Global National Youth International Conference to Louisville. During this nine-day event, 12,000 young people will benefit from the connectivity between the two sister facilities, the Convention Center and the Louisville arena.
- An estimated 20,000 attendees will fill the Convention Center's meeting space and the arena for the United Pentecostal Church International's North American Youth Conference in August 2013.

# 2009 Attendance Figures Month 188,529 23,705 January February 513,201 29,753 36,385 March 207,890 April 27,780 20,617 May 85,293 41,353 June 72,824 66.031

### New and Repeat Business

	Kentucky Exposition Center	Kentucky International Convention Center	Total
NEW	76	102	178
REPEAT	212	122	334
TOTAL	288	224	512

## Louisville's Sporting Future

The sporting industry also gravitated towards the Fair Board's attractive, yet affordable facilities. Along with annual events such as the University of Louisville Men's and Women's Basketball programs, the Derby Festival Basketball Classic, Kentucky Hoopfest and dance and cheer competitions, Louisville is gaining a reputation as a city with a welcoming attitude towards athletes, coaches and spectators.

### **Kentucky Exposition Center's Sporting Future**

- The Kentucky Exposition Center is now a recognized home for volleyball across the United States. Three of the largest volleyball events the Junior Volleyball Directors Association Youth Gala and two of USA Volleyball's premier events utilized the facilities. In 2009, the Association held their Youth Gala at the Expo Center, brought in \$4 million in estimated economic impact and extended their contract beyond the initial three-year agreement. USA Volleyball will host its 2011 girls and 2012 boys Junior Olympic Volleyball Championship at the Expo Center with approximately 10,000-plus participants and a combined estimated economic impact of \$24 million. Also, due to the relationship with USA Volleyball, the National Collegiate Volleyball Federation will bring 60-70 teams to compete in its National Volleyball Championship Tournament in April 2010, bringing an estimated \$1 million economic boost to Louisville.
- The National Bicycle League also hosted its Christmas Classic and President's Cup at Broadbent Arena in December 2009. This event attracted roughly 6,000 people each of its four days. The league is also considering using the space as its permanent home for annual events.

### **Kentucky International Convention Center's Sporting Future**

- The American Football Coaches Association will return to the Kentucky International Convention Center for its 2015 and 2020 Annual Conventions. More than 8,000 people are expected to attend each convention resulting in an estimated economic impact of nearly \$5 million annually.
- The US Youth Soccer League will also hold its annual coaches conference at the Convention Center in January 2011 with an estimated economic impact of \$2 million.

10 11

37.362

681,462

119,465\*

102,860\*

277,655\*

188,865\*

2,503,180

July

August

September

October

November

December

\* Estimated attendance figures.

TOTAL

57,633

94,600

27,720

44,850\*

24,350\*

19,620\*

486,617

### Kentucky State Fair

The Kentucky State Fair was a shining star in 2009 by achieving another record-setting year for financial performance. The core of the Fair is based on celebrating 11 days of Kentucky music, art, culture, agriculture and entertainment, while enriching the financial backbone of the commonwealth. Despite deteriorating and unstable economic conditions, the event's strength as a top summer destination for farming families, thrill-seekers and talented competitors was evident. Several factors added to this successful outcome, including:

- Fair admission surpasses five-year-old mark With remarkable increases over the previous year in attendance and revenue, the 105th Kentucky State Fair welcomed 621,795 visitors through the gates, Aug. 20-30, 2009. This was the second highest total in five years and a 6 percent increase over 2008.
- Record-breaking crowds enjoy 11 days of musical fun Legendary band Journey and country music superstar Taylor Swift each headlined shows at the Main Stage Concert Series playing to enthusiastic, sold-out crowds, which helped increase concert attendance by 95 percent over 2008 and concert revenue by 100 percent. The free concert series broke records by drawing large crowds to all 10 shows at Cardinal Stadium. The Billy Currington with Heidi Newfield concert even reached capacity crowds of more than 20,000 fairgoers on the last Saturday of the Fair.
- Largest increase ever in Thrillway wristband sales Thrillway ticket sales increased by 9 percent to \$1.37 million from last year, including a 51 percent increase in Thrillway wristband sales.
- New organizers produce Fair's most attended cheer and dance competition – With the addition of the new event production company, JAM Brands, the Kentucky State Fair Cheer and Dance Competition had 60 teams and 1,003 total participants from three states. In 2008, only 31 teams and 480 participants from two states competed.
- Second-largest sum in 4-H & FFA Sale of Champions history At the annual 4-H and FFA Sale of Champions auction, animals raised by young Kentuckians sold for \$126,500, the second largest sum in the event's 30-year history.



- Country ham breakfast and auction breaks \$1 million mark The Kentucky Farm Bureau Country Ham Breakfast and Auction raised \$1.3 million for local charities, surpassing the million dollar mark for the first time in its 46-year history. The Sutherland Foundation and Republic Bank and Trust Company of Louisville each paid \$650,000 for the combined winning bid, which equaled \$83,333 per pound.
- Competitive entries on the rise More than 30 competitive departments brought in just under 55,000 entries, a 5 percent increase over 2008. This was aided by an increase in livestock (12,128), as well as a 35 percent increase in horse show entries (10,257). This year, eight additional competitive departments could be entered online leading to a 24 percent increase in online entries over 2008.
- High demand increases Health Horizons' popularity Due to increased demand, the National Prostate Cancer Coalition added four more screening days this year, resulting in an impressive 2,048 prostate cancer screenings in the Fair's Health Horizons exhibit, more than a 100 percent increase over 2008. Donations at the Fair's American Red Cross Blood Drive totaled 815 units of blood, a 40 percent increase from 580 units in 2008. Also, vision screenings at the Lions Eye Foundation exhibit in Health Horizons increased 50 percent over last year, reaching more than 5,600 adults and children.
- Social networking boosts social engagement While embracing the changing face of the media and new methods the general public uses to gather information, the Fair continued to directly engage consumers through the social networking sites Facebook and MySpace and the addition of Twitter. The Fair's Facebook page grew to 5,178 fans on Aug. 31, a 314 percent increase during a four month period. During the 11-day Fair, the Facebook page experienced views upwards of 900 per day, with 300-500 Twitter fans looking at the page's photos and blogs. Twitter, the short, 140-character limit messaging system, started anew in April and gained more than 730 followers by Fair's end.

### National Farm Machinery Show

Targeting individuals with farming interests, the 44th National Farm Machinery Show recorded strong attendance figures during its four-day run at the Kentucky Exposition Center, Feb. 11-14, 2009. The show attracted 306,706 attendees from across the nation, the second highest attendance total ever. In addition, the show continued to fortify its position as the preeminent show of cutting-edge agricultural products and services in the nation by giving attendees the opportunity to equip themselves with the knowledge and tools needed to minimize their costs and maximize their output.

The farm show was boosted by the rip-roaring action of the nation's oldest indoor tractor pull, the Championship Tractor Pull, which was held in conjunction with the show. More than 60,000 fans with racing pulses watched as the nation's best drivers battled it out for a share of \$200,000 in prize money and the nationally recognized title of Grand Champion.

However, attendance figures were not the only impressive numbers generated by the event. Show revenue and ticket sales were also on the rise. The show continues to draw both national and international attendees and exhibitors, generating nearly \$21.5 million in non-resident expenditures that feed the local and state economy.

- Number of exhibitors breaks all-time record An all-time high
  of 857 exhibitors filled more than 27 acres of indoor floor space
  during the National Farm Machinery Show. Space was sold out
  more than two months prior to the event and a growing waiting
  list for exhibit space proves the show's importance in the industry.
- Exhibitor contract revenue breaks \$3 million mark for second straight year With the second consecutive year for a record-setting amount of exhibitors, revenue earned from the contracts produced a lucrative \$3,252,337.50, the second largest total ever.
- Sponsorship revenue boosts attendee's experience Revenue reached an all-time high (\$217,037) for the eighth consecutive year, a remarkable 16.5 percent increase over 2008. The revenue was used to provide many free services including show guides, informative seminars and exhibitor lounges, as well as awards for the Championship Tractor Pull.
- Extra revenue supports an enhanced media room An official media room was designated to serve members of the working press at the National Farm Machinery Show and Championship Tractor Pull. The room provided hospitality, computer access with wireless Internet and a dedicated phone line for live broadcasts to members of the media.
- Championship Tractor Pull tickets increases sales Reflecting the continued interest of tractor pull fans, the Championship Tractor Pull harvested the largest total of ticket sales ever a robust \$2,201,520.
- Championship Tractor Pull suites break records levels Suite sales provided an extra boost to the total fan experience reaching an all-time high of \$106,250, a 6.8 percent increase over 2008.



# North American International Livestock Exposition

The North American International Livestock Exposition solidified its prominent placement on the agriculture industry calendar with its 36th annual show in November. More than 140 shows, sales and breed meetings left their indelible mark on the region, pegging an economic impact of \$11.6 million. By the end of the 14-day exposition, 205,000 exhibitors, enthusiasts and spectators from 48 states, 10 countries and four continents had attended the exposition that integrated world-class sales, cattle auctions and numerous programs for youth and collegiate farmers.

- Record entries competed for record premiums Competitive entries totaled 21,560, a 2 percent increase over 2008 and the third largest sum in show history. Nearly every species of animal in the competition saw a boost in entries with sheep leading the way with 300 additional entries over last year. The show also saw a 5 percent increase in beef, a 4 percent boost in swine and 1.5 percent increase in Boer and dairy goats. Entries submitted online grew 15 percent over the previous year. The positive growth provided a healthy dose of competition for the record-tying \$700,000 in total premiums and awards.
- Sponsorship revenue increased for fifth year Sponsorship revenue and income netted an all-time high of \$56,000, a 3 percent increase over 2008, completing the fifth consecutive year of increased revenue.
- Sale of Champions benefits children and charity For the eighth time in nine years, a record amount was raised during the North American Sale of Champions. Auction sales reached \$98,800, benefitting the youth exhibitors who pursue careers in livestock agriculture. Ten percent of the sales were donated to Kentucky Harvest to fund "Blessings in a Backpack" for needy area school children. The remaining 90 percent of the proceeds was given to the youth exhibitors and utilized in advertising to promote the Expo.
- Technology hits international status Viewership of the live show Webcasts nearly doubled from 2008. More than 62,100 Internet users from across the globe logged on and watched various sheep and cattle shows. Along with the live video streaming, the show advanced its technological foothold with the e-connectivity of social networking. The exposition's Facebook page made it possible to disseminate information on a real-time basis. Though the page was created only four weeks prior to the show, 5,184 followers from 13 different countries connected, resulting in an astounding 2,000-3,000 photo views per day.
- Future of industry remains hopeful with school tours Educational field trips increased 32 percent over 2008 with more than 5,680 school-age children attending the Exposition, learning about the breeds and engaging in a "Farmer for a Day" exercise.
- Rodeo fans came out in record numbers Ticket purchases increased 4 percent, as 14,236 rodeo fans geared up for the North American Championship Rodeo that took place during the first weekend of the Livestock Expo. Fans watched Kyle Whitaker clinch his seventh multi-event cowboy buckle tying the all-time record and taking home a share of the \$90,500 rodeo prize money.

# Media Coverage and Communication Tools

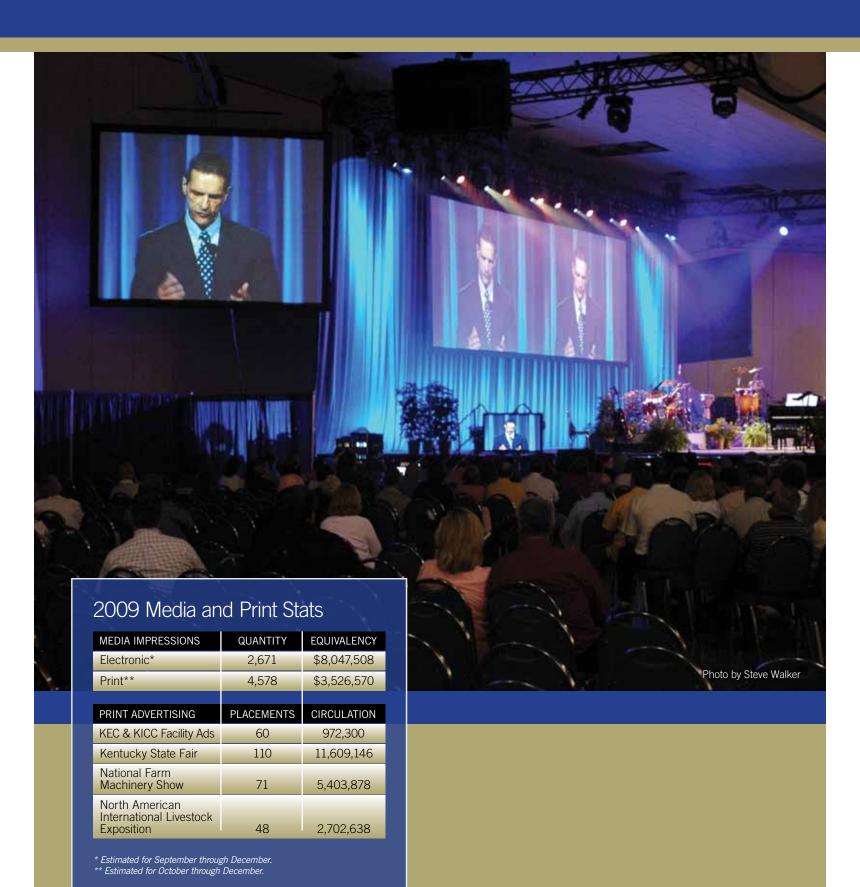
With the growth of events, conferences and trade shows at the Kentucky Exposition Center and the Kentucky International Convention Center, media outreach and innovative techniques of communicating with the public have naturally expanded as well. Web sites for all Fair Board facilities and three large shows maintained a steady flow of traffic and continued to be useful tools to communicate with our patrons. In October 2009, the arena launched a newly redesigned Web site with the goal of meeting the needs of its growing fan base. Also, two monthly e-newsletters, Front & Center and unConventional News (one for the Expo Center and one for the Convention Center), were vital and successful in communicating upcoming events and facility business news. A quarterly print edition of Front & Center is made available and sent to various media outlets, local community and business leaders and members of the tourism industry.

The largest enhancement in public outreach in 2009 was utilizing the growing trend of various online social communication outlets. Because of this, information about the Kentucky State Fair and other events reached more people at a much quicker rate than in years past. New techniques used to communicate with the growing social media audiences include:

- Twitter The Kentucky State Fair, National Farm Machinery Show and Kentucky Exposition Center each have active Twitter accounts that provide short messages to the public regarding information about the Fair, Farm Show and facility events. The three accounts have a combined 1,160-plus followers.
- Facebook The Kentucky State Fair increased the number of fans on its Facebook page by more than 314 percent from May 2009 to August 2009. Due largely to the success of the Fair's page, Facebook pages were created for the North American International Livestock Exposition and the National Farm Machinery Show in October 2009. These allow staff to keep up with the growing demands for instantaneous information about the two shows.

Furthermore, a Facebook page created for the Kentucky Exposition Center maintained a steady and strong public following. It offers fans a weekly update on events and ticket information for shows that are on sale in the Expo Center's Ticket Office. Since July 2009, it has seen a growth of more than 20 percent.

• MySpace – Before the Fair and throughout its run, more than 1,250 people signed up as a "friend" of the Fair.



- **Blogging** The Kentucky State Fair hosted its own blog through Blogspot.com, which was key in keeping in touch with fans during the 11 day event. Each day of the Fair information was discussed that pertained to that day's specific events and excitement.
- Examiner.com The Kentucky Exposition Center officially became an Examiner on the Examiner.com Louisville page. Examiner.com is an affiliate program of AEG Live with whom the Kentucky State Fair Board has contractual entertainment agreements for Freedom Hall, Broadbent Arena and the Louisville arena. Through this blogging site, the Expo Center joined thousands of contributors across the United States on the Arts and Entertainment channel and discussed events and happenings that pertained only to the Kentucky Exposition Center.

This year the Fair Board worked to create innovative ways to engage the public in all that it offers. This included trading \$100,000 worth of tickets for the Kentucky State Fair's Main Stage Concert Series in lieu of \$500,000 worth of advertising with various media outlets. For the 2009 Kentucky State Fair, a partnership began with the Louisville Bats, the local AAA affiliate of the Cincinnati Reds, to advertise the Fair. During each of the Bats' home games, ads for the Fair were shown on a LED screen, placed in the team's roster booklets and shown on banners throughout the concourses at Louisville Slugger Field. The Fairbears, mascots of the Kentucky State Fair, also made appearances throwing out the first pitch at games.

Media impressions for 2009 continued to be successful by reaching the advertising equivalency of more than \$8 million for print media and more than \$3.5 million for electronic media. Direct print advertising for the Expo Center and Convention Center was circulated or mailed to approximately 970,000 people throughout the year, while advertising for the three shows – National Farm Machinery Show, Kentucky State Fair and the North American International Livestock Exposition – reached an audience of more than 19.7 million.

Capital Projects

The Kentucky State Fair Board remains dedicated to providing visitors, clients and exhibitors a quality experience when utilizing the space at the Kentucky Exposition Center and Kentucky International Convention Center. Throughout the year, several key projects regarding facility construction, maintenance and other initiatives were completed, including the following:

- To assure visitors, patrons and others of the safety at both facilities, a Video Surveillance Master Plan was developed with Phase I and II completed for each venue. This continues to provide top-notch security and awareness by facility management, while encouraging the public's confidence in the quality of protection provided.
- A General Admission Safety Study was completed for Freedom Hall and Broadbent Arena at the Kentucky Exposition Center, giving the two arenas approval from the State Fire Marshal's office to allow general admission seating in both facilities. This is key with many promoters who request a general admission seating option and other set-up configurations for various shows and concerts.
- To enhance the class "A" exhibit space of the Kentucky Exposition Center's North Wing, additional concession areas were built and assembled to provide more options regarding culinary services, food variety and concessions to clients and others during events.

### Capital Projects Completed in 2009

### KENTUCKY EXPOSITION CENTER

Wind storm damage repairs

North Wing Concession improvement

General Admission Safety Study of Freedom Hall and Broadbent Arena

Video Surveillance Master Plan, Phase I and II

Horse barn repairs and replacement

Flood damage repairs

### KENTUCKY INTERNATIONAL CONVENTION CENTER

Parking Control Office created

Carbon Monoxide Monitoring of Cowger Garage

Sanitation Lift Station installed

Video Surveillance Master Plan, Phase I and II



### The Green Standard

Each facility continued to implement various environmentally friendly practices that resulted in more than 14,817 cubic yards and 357,230 pounds of materials being recycled with an overall rate of 60 percent of trash created being converted to recyclable materials. This includes more than 850 gallons of cooking oil and 950 light bulbs, along with saving more than 13,000 gallons of water with the installation of low flow commodes and other water saving measures.

A highly effective cost saver and energy efficient measure has been the installation of Direct Digital Controls to regulate the air flow and temperature in all areas of the buildings so when exhibit space is not in use, the temperature can be adjusted or turned off as needed. This technology has saved money and energy, particularly during move in and move out periods for shows and events.

The Fair Board was not only environmentally conscious with its green standard, but also considered the thousands of visitors, exhibitors and staff that utilize the facilities throughout the year. In an effort to save postage costs and reduce excess paper, information is now provided electronically to convention and trade show vendors. Online registration was expanded for the North American International Livestock Exposition exhibitors and most Kentucky State Fair entries. In addition, exhibitors ordered services, such as electric, water and equipment rental, online at their convenience.

To provide a healthier atmosphere for guests and staff, the majority of all cleaning and painting was completed with the use of Green Seal products. These products clean, disinfect and sanitize as normal, but are less toxic to the environment and users because the chemical compounds did not contaminate the air quality. Also, most paint used for regular maintenance is specifically formulated to produce zero volatile organic compounds, which equals low odor and also offers better air quality.

Meanwhile, the Louisville Arena Authority partnered with the U.S. Environmental Protection Agency to become an ENERGY STAR partner. Through this partnership, arena administrators will work to improve energy efficiency and fight global warming though implementation of the program in the construction and daily function of the downtown arena.

# FINANCIAL OVERVIEW

		FY 2006-07	FY 2007-08	FY 2008-09	
	KENTUCKY EXPOSITION CENTER				
REVENUES	Event Income	31,440,000	33,952,00	33,199,000	
	Other Income	1,107,000	989,000	1,151,000	
	State Appropriation	397,000	247,000	0	
	TOTAL	32,944,000	35,188,000	34,350,000	
EXPENDITURES	Direct Event Costs	15,986,000	16,947,000	16,209,000	
	Administrative Costs	1,967,000	2,096,000	2,322,000	
	Maintenance Costs	9,110,000	9,435,000	9,255,000	
	TOTAL	27,063,000	28,478,000	27,785,000	
REVENUES	NET INCOME OR (LOSS)	5,881,000	6,710,000	6,565,000	
	KENTUCKY INTERNATIONAL CONVENTION CENTER				
	Event Income	3,640,000	3,986,000	3,069,000	
	Parking Garage Income	2,027,000	2,035,000	2,519,000	
	Other Income	174,000	88,000	104,000	
	TOTAL	5,841,000	6,109,000	5,692,000	
EXPENDITURES	Direct Event Costs	638,000	836,000	656,000	
	Administrative Costs	1,018,000	1,006,000	1,058,000	
	Maintenance Costs	2,616,000	2,966,000	2,702,000	
	TOTAL	4,272,000	4,808,000	4,417,000	
	NET INCOME OR (LOSS)	1,569,000	1,301,000	1,275,000	
	KENTUCKY STATE FAIR BOARD				
REVENUES	Direct Event Income	37,107,000	39,973,000	38,788,000	
	Rental Income from Long-term Lease	3,265,000	3,020,000	2,442,000	
	Other Operating Income	1,646,000	2,190,000	2,067,000	
	State Appropriation	397,000	247,000	0	
	TOTAL	42,415,000	45,430,000	43,297,000	
EXPENDITURES	Kentucky Exposition Center	27,063,000	28,478,000	27,785,000	
	Kentucky International Convention Center	4,272,000	4,808,000	4,417,000	
	General Administrative & Sales Expenses	5,883,000	6,196,000	5,767,000	
	Debt Service	4,446,000	4,424,000	4,422,000	
	TOTAL	41,664,000	43,906,000	42,391,000	
	NET INCOME OR (LOSS)	751,000	1,524,000	906,000	

The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30, 2009. Operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.



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